

MARKETING MANAGEMENT

- ❖ **Define branding.**
 - Branding is the process of establishing a company's identity and values through its products, campaigns and strategies.
- ❖ **Objectives of pricing.**
 -
- ❖ **What is service marketing?**
 - Services marketing is a form of marketing businesses that provide a service to their customers use to increase brand awareness and sales.
- ❖ **Define wholesaling.**
 - Wholesaling is the act of buying goods in bulk from a manufacturer at a discounted price and selling to a retailer for a higher price, for them to repackage and in turn resell in smaller quantities at an even higher price to consumers.
- ❖ **What is marketing on web/ digital marketing?**
 - Marketing on web/Digital marketing is the component of marketing that uses the Internet and online-based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to promote products and services.
- ❖ **Define marketing information system (MKIS).**
 - A marketing information system is a management information system designed to support marketing decision making.
- ❖ **What is market segmentation?**
 - Market segmentation is the process of dividing a broad consumer or business market, normally consisting of existing and potential customers, into sub-groups of consumers based on shared characteristics.
- ❖ **What is packaging?**
 - Packaging is a marketing subset that involves designing and developing a container or wrapper for a product.
- ❖ **What is marketing management?**
 - Marketing management is a process of controlling the marketing aspects, setting the goals of a company, organizing the plans step by step, taking decisions for the firm, and executing them to get the maximum turn over by meeting the consumers' demands.
- ❖ **What is marketing?**
 - Marketing is the process of identifying customers and "creating, communicating, delivering, and exchanging" goods and services for the satisfaction and retention of those customers.
- ❖ **What is personal selling?**
 - Personal selling is a marketing technique that involves a salesperson using their skills and abilities to convince customers to buy a product.

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Robert N. Lussier



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